

*Establish Healthy Nutrition and
Wellness Habits for Young
Learners with*

REGIE'S RAINBOW ADVENTURE[®]

Eating fruits and vegetables with Regie is cool!

Regie's Rainbow Adventure is an 8-week nutrition, physical activity, and oral health program where kids travel with Regie, the broccoli superhero, to different islands based on the colors of the rainbow. He meets new fruit and vegetable friends and earns his power stripes by eating healthy and being physically active.

Take-home handouts share what children are learning in class and include recipes, poems, and ideas for physical activities. The National Kidney Foundation of Michigan developed the evidence-based program specifically for early childhood providers to share with young children.



1 in 7

Children ages 2 to 5 years old are obese



93%

of children in the U.S. DO NOT eat the recommended daily serving of vegetables



60%

of children in the U.S. DO NOT eat the recommended daily serving of fruit



Why Choose Regie's Rainbow Adventure® for Your Classroom?



82 percent of parents reported an **increase** in their children's **fruit consumption**.



Parents reported a significant **decrease** in children's **TV time** and time playing video games.



Parents reported a significant **increase** in the number of hours their children were **physically active**.



75 percent of parents reported an **increase** in their children's **veggie consumption**.



Supports all early learning domains, including literacy, social-emotional development, and scientific understanding.



Aligned with a number of curriculum offerings and **quality standards**, including NAEYC requirements and the Head Start Child Development and Early Learning Framework.



Successfully **implemented by more than 350 diverse partners**, including local Head Starts, daycares, preschools, and libraries.



REGIE'S RAINBOW ADVENTURE®

One curriculum package includes:

- ✓ Access to online training videos
- ✓ 8 Regie® Books
- ✓ Teacher's Manual
- ✓ Tote Bag
- ✓ Small Regie® Poster
- ✓ Regie® Intro Poster
- ✓ Name Chart Poster with Stickers
- ✓ Fruit and Veggie Cards
- ✓ Regie® Puppet



RETAILS FOR \$350

**Licensing options available*

Questions?

Email us at regie@nkfm.org
Or visit www.RegieRainbow.org

Follow Regie!

 @Regie.Rainbow  @RegieRainbow





“One parent told me when she goes shopping, her son picks fruit and vegetables and tells her, I want to be strong like Regie.”

— Teacher



“My daughter is more confident in trying new foods at home and talks about fruits and veggies now.”

— Parent



“We loved having Regie’s Rainbow Adventure in our class this year! During parent conferences, parents were telling us how much they loved it too. Hopefully we can make a lifelong impact on healthy eating.”

— Teacher



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National
Kidney
Foundation® of
Michigan

NKFM offers prevention-based programs for children and families with the goal of teaching and empowering them to adopt healthy lifestyles to prevent chronic diseases later in life, such as diabetes and kidney disease.